

U.S. Patent Application Serial No. 09/922,910
Amendment dated October 18, 2010
Reply to Office Action of July 22, 2010
Atty Docket No.: 60136.0091USC1

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) In an interactive information distribution system containing service provider equipment and subscriber equipment that is interconnected by a communications network, a method of providing a subscription-on-demand service, comprising:

providing a set of more than two on-demand programs;
packaging the set into a subset having at least two on-demand programs of the set of on-demand programs; ~~and~~

providing, at the subscriber equipment, a user interface for the user to view program options;

providing, at the subscriber equipment, a first applet for execution by the subscriber equipment for visually presenting a plurality of selectable objects for user selection through the user interface including a first selectable object for selecting subscription-on-demand services to cause subscription-on-demand packages to be visually presented in response to selection of the first object by a user, wherein the subscription-on-demand packages visually presented includes at least the subset of the at least two on-demand programs as a subscription-on-demand package;

receiving, at a session manager, a selection of the first selectable object identifying one of the subset of the at least two on-demand programs; and

determining, at the session manager, a subscription status associated with the user and the selected first selectable object identifying one of the subset of the at least two on-demand programs;

providing a second applet to the subscriber equipment for execution to visually present to the user a second selectable object based on the determination of the subscription status associated with the user and the selected first selectable object, including a start option when a price of said selection is zero; and

immediately providing said selection in its entirety [[if a]] when the price of said selection is zero and the user selects the start option or providing a third applet to the subscriber equipment for execution based on the determination of the subscription status associated with the user and the selected first selectable object to visually present to the user an option to purchase the selection a la carte [[if said]] when the price of said selection is non-zero.

2. (Previously Presented) The method of claim 1 further comprising in response to selection of the first selectable object representing the subset of the at least two on-demand programs, causing subscription to the subscription-on-demand package.

3. (Original) The method of claim 1 further comprising providing a time limited access period to the subset of the at least two on-demand programs without incurring an additional fee.

4. (Original) The method of claim 1 further comprising providing a time limited to access period to the subset of the at least two on-demand programs.

5. (Previously Presented) The method of claim 1 further comprising providing subscription to the subscription-on-demand package at a predefined price.

6. (Original) The method of claim 5 wherein the predefined price is a one-time access fee.

7. (Original) The method of claim 6 wherein the one-time access fee has a timelimited period of access.

8. (Previously Presented) The method of claim 1, wherein the at least two on-demand programs comprise a hierarchical subscription-on-demand package.

9. (Previously Presented) The method of claim 8, wherein the hierarchical subscription-on-demand package comprises multiple subscription-on-demand packages including a top level subscription-on-demand package including all of the at least two on-demand programs and at least one particular subscription-on-demand package including only a portion of the at least two on-demand programs.

10. (Previously Presented) The method of claim 9, wherein each of the at least one particular subscription-on-demand packages includes a respective portion of the at least two on-demand programs.

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11. (Previously Presented) The method of claim 10, wherein the respective portion of the at least two on-demand programs is defined according to content categories.

12. (Previously Presented) The method of claim 9, wherein the top level subscription-on-demand package comprises sports content, and the particular subscription-on-demand packages comprise one or more of particular sports, particular teams, amateur sports, professional sports, team sports, individual sports and player genders.

13. (Previously Presented) The method of claim 9, wherein at least one particular subscription-on-demand package is user defined to enable a personal subscription-on-demand package comprising user selected programs for inclusion in the subscription-on-demand package.

14. (Previously Presented) The method of claim 8, further comprising: in response to selection of a selectable object representing a top level of the hierarchical subscription-on-demand package, causing subscription to the top level of the hierarchical subscription-on-demand package.

15. (Previously Presented) The method of claim 8, further comprising: in response to selection of a selectable object representing a particular level of the hierarchical subscription-on-demand package of programming, causing subscription to the particular level of the hierarchical subscription-on-demand package.

16. (Previously Presented) The method of claim 8, further comprising:
in response to selection of multiple selectable objects representing respective subscription-on-demand package, causing subscription to the multiple subscription-on-demand package.

17. (Previously Presented) The method of claim 16, further comprising:
constraining the pricing of the subscription to the multiple subscription-on-demand package to a predefined price for a predefined time period.

18. (Previously Presented) The method of claim 13, further comprising:
dynamically adapting programming subsets associated with a personal subscription-on-demand package, the personal subscription-on-demand package providing the content subsets at a predefined price for a predefined time period.

19. (Previously Presented) The method of claim 13, further comprising:
automatically renewing a subscription-on-demand package upon expiration of a predefined time period.